



CBS5
Meredith Corporation
FED ID# 42-0410230
4016 N Black Canyon
Phoenix, AZ 85017
(602)264-1000

www.kpho.com

CONTRACT

Contract / Revision 498131 / 2		Alt Order # 06367797
Product NO ON PROP 204		
Contract Dates 10/11/12 - 10/20/12		Estimate # 553
Advertiser No On Prop 204		Original Date / Revision 10/10/12 / 10/18/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KPHO	Account Executive Matt Norten	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 25-54		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KPHO	10/11/12	10/12/12	LET'S MAKE A DEAL	M-F 2-3p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---TF--				2	\$700.00			
2	KPHO	10/11/12	10/12/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---TF--				2	\$1,000.00			
3	KPHO	10/11/12	10/12/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---TF--				2	\$1,800.00			
4	KPHO	10/12/12	10/12/12	CSI:NY	Fri 7p-8p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----1--				1	\$3,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KPHO	10/08/12-10/14/12	CSI:NY	Fri 7p-8p	-----F----	:30		\$3,500.00	NM		
			See MG 4.2									
	2	KPHO	10/12/12-10/12/12	NCIS	Fri 7p-8p	-----F----	:30		\$3,500.00	NM		
	Ⓜ MG for 4.1 10/12											
5	KPHO	10/13/12	10/13/12	M-Su 3p-7p	M-Su 3p-7p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----2-				2	\$450.00			
6	KPHO	10/13/12	10/13/12	CBS 5 NEWS @ 630P	Sa 630PM News		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$750.00			
7	KPHO	10/13/12	10/13/12	Sa Late News	Sa 10p-1035p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$1,000.00			
8	KPHO	10/14/12	10/14/12	CBS SUNDAY MORNING	Various		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$1,200.00			
9	KPHO	10/14/12	10/14/12	FACE THE NATION	Su 930a-10a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$2,000.00			

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<u>Contract Dates</u> 10/11/12 - 10/20/12	<u>Product</u> NO ON PROP 204	<u>Estimate #</u> 553
<u>Advertiser</u> No On Prop 204		<u>Original Date / Revision</u> 10/10/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
10	KPHO	10/14/12	10/14/12	Cardinal's Football	Cardinal's Football		:30			NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$18,000.00			
11	KPHO	10/14/12	10/14/12	CBS 5 NEWS @ 530P	Su 530p-6p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$1,000.00			
12	KPHO	10/14/12	10/14/12	60 MINUTES	Sun 6p-7p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$5,000.00			
13	KPHO	10/14/12	10/14/12	THE GOOD WIFE	Sun 8-9p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$5,000.00			
14	KPHO	10/14/12	10/14/12	Su Late News	Su 10p-1035p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$1,500.00			
15	KPHO	10/15/12	10/19/12	LET'S MAKE A DEAL	M-F 2-3p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				6	\$700.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KPHO	10/15/12-10/21/12	LET'S MAKE A DEAL	M-F 2-3p	MTuWThF----	:30		\$700.00	NM		
				Credited								
	3	KPHO	10/15/12-10/21/12	LET'S MAKE A DEAL	M-F 2-3p	MTuWThF----	:30		\$700.00	NM		
				Credited								
16	KPHO	10/15/12	10/19/12	CBS 5 NEWS @ 630P	M-F 630PM News		:30			NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				7	\$1,000.00			
17	KPHO	10/15/12	10/19/12	CBS 5 NEWS @ 10P	M-F 10p-1035p		:30			NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$1,800.00			
18	KPHO	10/16/12	10/16/12	National Debates	Presidential/Vice-P		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$5,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KPHO	10/15/12-10/21/12	National Debates	Presidential/Vice-F--Tu-----		:30		\$5,000.00	NM		
				Credited								
19	KPHO	10/17/12	10/17/12	CSI:CRIME SCENE INVESTI	Wed 9p-10p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$5,000.00			
20	KPHO	10/19/12	10/19/12	CSI:NY	Fri 7p-8p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$3,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KPHO	10/15/12-10/21/12	CSI:NY	Fri 7p-8p	-----F----	:30		\$3,500.00	NM		
				See MG 20.2								
	2	KPHO	10/19/12-10/19/12	Hawaii Five-0	Fri 7p-8p	-----F----	:30		\$3,500.00	NM		
				MG for 20.1 10/19								
21	KPHO	10/20/12	10/20/12	M-Su 3p-7p	M-Su 3p-7p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----2-				2	\$450.00			
22	KPHO	10/20/12	10/20/12	CBS 5 NEWS @ 630P	Sa 630PM News		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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498131 / 2	06367797

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/12 - 10/20/12	NO ON PROP 204	553

<u>Advertiser</u>	<u>Original Date / Revision</u>
No On Prop 204	10/10/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----1- 1 \$750.00												
23	KPHO	10/20/12	10/20/12	Sa Late News	Sa 10p-1035p		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----1- 1 \$1,000.00												
24	KPHO	10/11/12	10/12/12	PRICE IS RIGHT	M-F 9a-10a		:30			NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 ---TF-- 2 \$1,000.00												
25	KPHO	10/13/12	10/20/12	CRIMETIME SATURDAY	Sat 8p-9p		:30			NM	2	\$4,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----1- 1 \$2,200.00 Week: 10/15/12 10/21/12 -----1- 1 \$2,200.00												
26	KPHO	10/13/12	10/20/12	48 HOURS MYSTERY	Sat 9p-10p		:30			NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----1- 1 \$2,500.00 Week: 10/15/12 10/21/12 -----1- 1 \$2,500.00												
27	KPHO	10/15/12	10/19/12	PRICE IS RIGHT	M-F 9a-10a		:30			NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 MTWTF-- 5 \$1,000.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 5 KPHO 10/15/12-10/21/12 PRICE IS RIGHT M-F 9a-10a MTuWThF---- :30 \$1,000.00 NM Credited												
28	KPHO	10/18/12	10/18/12	BIG BANG THEORY/TWO A	Thu 7p-8p		:30			NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 ---1--- 1 \$5,000.00												
29	KPHO	10/18/12	10/18/12	PERSON OF INTEREST	Thu 8p-9p		:30			NM	1	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 ---1--- 1 \$7,500.00												
30	KPHO	10/19/12	10/19/12	BLUE BLOODS	F 9p-10p		:30			NM	1	\$7,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 ----F-- 1 \$7,400.00												
Totals											53	\$112,100.00

*Tax 1 Note: Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 -10/20/12	53	\$112,100.00	\$95,285.00	\$476.43	\$95,761.43
Totals	53	\$112,100.00	\$95,285.00	\$476.43	\$95,761.43

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KPHO-TV	Date: 10/9/12
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I, David Grill
do hereby request station time concerning the following issue:

No New Taxes, No On Prop 204

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

10/11 - 10/20

Total Charges: \$ 112,100 GROSS
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This broadcast time will be used by: No New Taxes, No On Prop 204

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input type="checkbox"/> No